

SYSTEM CONTROLLED PLAYER-RELATED BONUSES
IN GAMING MACHINES

ABSTRACT OF THE DISCLOSURE

5 The present invention integrates the concepts of interactive player based promotions,
games, and bonusing that utilize a touch screen display on a gaming system associated with a
remote player tracking system. The promotions are configured at a remote configuration
workstation by selecting system criteria defining the particular bonus promotion to thereby
create a “bonus rule.” Promotions have four primary criteria. The first is the “Trigger”
10 which is the criterion that determines when the bonus screen is activated to display a
promotion. The second is the “Interface” that determines what will be displayed on the
bonus screen. The third is the “Award” in which the nature of the bonus payment, including
the method of choosing the value to award and the required player interaction to receive the
promotion, is determined. And finally, the “Currency” system determines the method of
15 payment to the player for earning or receiving the promotion.